

Unveiling the First Unified Global Events Marketing Strategy for Cardano

A Collaborative Initiative by EMURGO, the Cardano Foundation,
Intersect and Rare Network



Challenges

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The Cardano ecosystem currently faces challenges in establishing a *consistent* and *impactful* presence at global blockchain events. Catalyst-funded initiatives often operate under independent branding which rarely mentions ‘Cardano’ which dilutes the visibility of Cardano within the broader blockchain community. This fragmented approach makes it harder for Cardano to stand out amidst the competition.

Competitors like Solana, Aptos, and Sui have established significant brand recognition by strategically aligning global events with developer-focused initiatives. Their series of hacker houses and hubs—typically held 3–4 times per year—have successfully fostered active developer communities and increased Total Value Locked (TVL) on their platforms. These events seamlessly blend ecosystems, attracting talent and partnerships across multiple chains while solidifying their reputation as innovative blockchain leaders.

Without a similarly coordinated and impactful event strategy, Cardano risks being *overshadowed* in a competitive landscape. A fresh approach to event planning is essential to position Cardano alongside top players and attract developers, partners, and enthusiasts from across the blockchain ecosystem.

Objective

We will deliver '**Cardano**' branded sponsorships at global conferences in 2025 and 2026, managed and planned by the events management experts.

Cardano as an L1 needs to be promoted as the brand at these events with no biased 3rd party business objectives hovering around it. We will run a 100% Cardano-focused events and marketing campaign globally at the most cost-efficient manner leveraging our wealth of event experience.

How do we measure success?

- ◆ **Connect, Grow, Discuss, and Promote Cardano**

Facilitate discussions around its innovations and progress, ensuring its position as a key player in the blockchain space.

- ◆ **Drive Blockchain Adoption and Ecosystem Growth**

Support ecosystem projects and encourage collaborations to spur growth within the Cardano community and beyond.

- ◆ **Strengthen Community Engagement**

Unite the global Cardano community through interactive sessions, workshops, and networking opportunities to foster a sense of shared purpose, collaboration, and mutual support.

- ◆ **Engage Enterprises, Builders, and Regulators**

Provide insights into blockchain's practical applications for businesses, highlight its potential for builders, and address regulatory perspectives to drive adoption and innovation responsibly.

- ◆ **Advance Infrastructure Development**

Empower developers and technologists to contribute to Cardano's technical evolution and build solutions that integrate seamlessly with other networks.

- ◆ **Foster Governance Discussions**

Create an open forum for discussing decentralized governance, empowering community members to actively participate in shaping Cardano's future.

Event Details

To revitalize Cardano's global presence and foster ecosystem growth, we aim to host and participate in a *dynamic series of events* in 2025 and 2026.

These events will target diverse audiences, including developers, enterprises, blockchain enthusiasts, and policymakers, to drive engagement, innovation, and adoption.

The planned event types include

Cardano Branded Booths at Leading Blockchain Conferences

We will showcase Cardano's innovations, ecosystem projects, and future roadmap through dedicated booth participation at prominent blockchain conferences worldwide. These booths will serve as hubs for networking, educating attendees about Cardano, and forming strategic partnerships.

Hackathons

To drive innovation and attract top talent, we will host hackathons in key regions throughout the year: USA, India and Germany. These events will challenge developers to build groundbreaking solutions using Cardano's technology stack while addressing real-world problems leveraging on the success of the past hackathons which involved Midnight and other categories.

Community and Side Events

To be led and managed by Rare Network.

Through this diverse event strategy, we aim to *amplify* Cardano's presence on the global stage, foster meaningful connections, and demonstrate its commitment to driving blockchain innovation and adoption.

2025 & 2026 Conferences

Booth Sponsor

2025

Q3

Blockchain.RIO

5–9 August
Rio, Brazil

Conf3rence

2–4 September
Dortmund, Germany

Coinfest Asia

August
Bali, Indonesia

Korea Blockchain Week

September
Seoul, South Korea

European Blockchain Convention

25 - 26 September
Barcelona, Spain

2025

Q4

India Blockchain Week

December
Bangalore, India

2026

Q1

Digital Assets Forum

February
London, UK

AFRICA Tech Summit

February
Nairobi, Kenya

Consensus HK 2026

February
Hong Kong

2026

Q2

SEA Blockchain Week

30 March–5 April
Bangkok, Thailand

Paris Blockchain Week

8–10 April
Paris, France

TEAMZ Web3/ AI Summit

16–17 April
Tokyo, Japan

Money 20/20

22–24 April
Bangkok, Thailand

TOKEN2049 Dubai

30 April–1 May
Dubai, UAE

GITEX

21–23 May
Berlin, Germany

Booth Sponsor & Conferences

Participation Plan

Conferences Participation

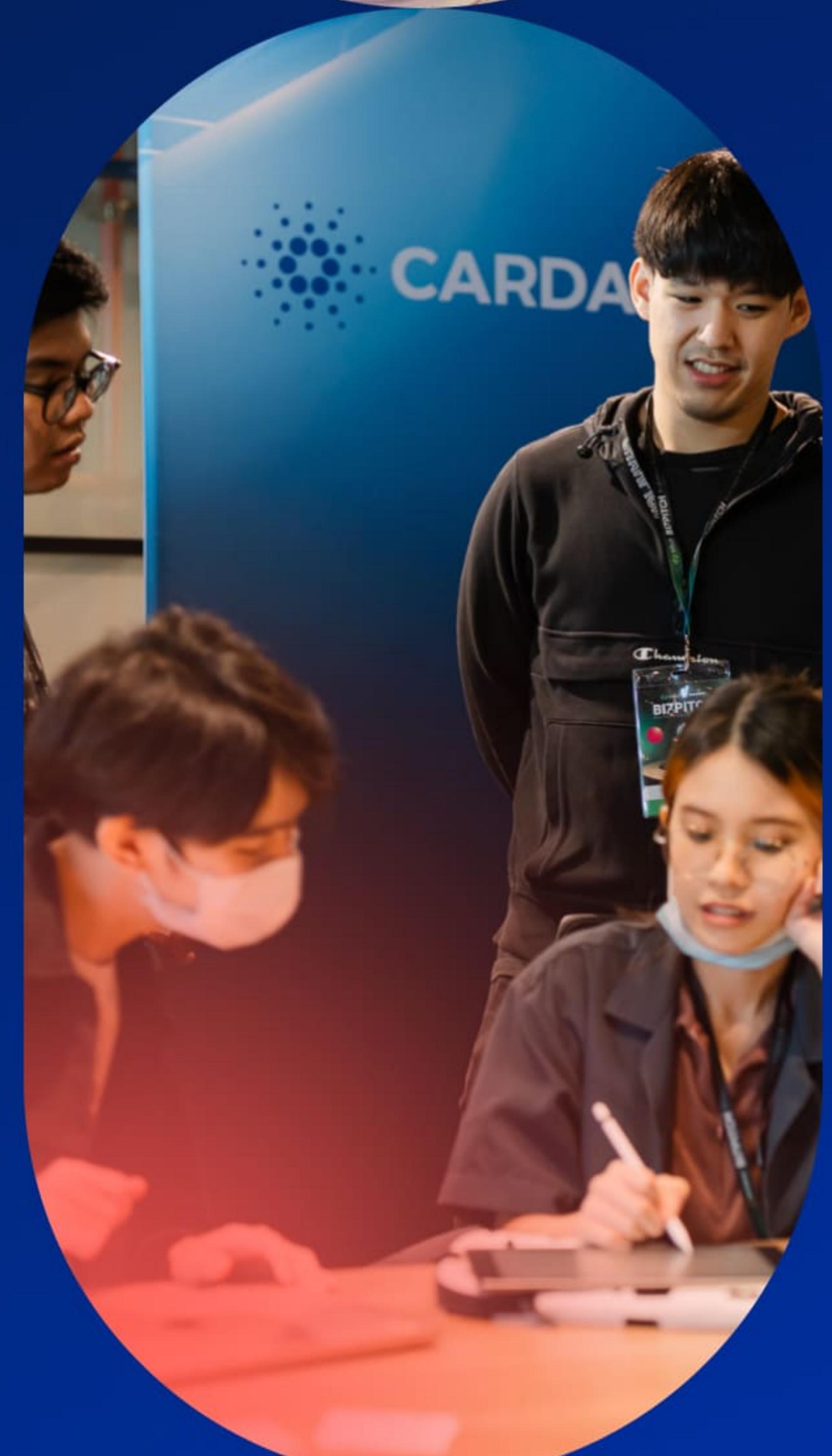
Strategic Speaking Engagements

All speaking slots secured through sponsorships at global blockchain events will feature Cardano-focused keynotes delivered by C-level executives from Cardano Foundation, EMURGO, Intersect or Input Output Global. These high-profile presentations will highlight Cardano's vision, technological advancements, and contributions to the blockchain industry, ensuring a powerful and authoritative representation of the ecosystem.

Booth Management

Cardano-Branded Booth Strategy

To ensure a cohesive and recognizable presence at global blockchain conferences in 2025 and 2026, we will implement a ***Cardano-branded booth strategy*** that will serve as a centerpiece for all our conference participation throughout the year.



Cardano-Branded Booth Strategy



◆ Consistent Booth Design

A modern, visually striking booth will be designed once and used across all conferences, reflecting Cardano's identity and innovation.

◆ Efficient Merchandise Planning

Custom Cardano-branded merchandise will be designed and produced upfront for the entire year, ensuring availability at every event while optimizing cost and logistics.

◆ Dedicated Booth Management

Each booth will be staffed by a minimum of two trained representatives to engage with attendees, answer questions, and promote the ecosystem.

◆ Engaging Visitor Experience

The booth will serve as a hub for networking, showcasing ecosystem projects, and educating attendees about Cardano's technology and community initiatives.



Event Management Cost

Budget Details

Blockchain.RIO		Managed by CF	Coinfest Asia		Managed by EMURGO
		Medium			Medium
Sponsorship Package	\$50,000		Sponsorship Package	\$40,500	
Booth Build	\$50,000		Booth Build	\$30,000	
Tickets (6 Units)	\$3,000		Tickets (6 Units)	\$500	
Travel Admin			Travel Admin		
Flight / Staff	\$1,750		Flight / Staff	\$320	
Hotel / Staff	\$800		Hotel / Staff	\$800	
Number of Staff	3		Number of Staff	3	
Total	\$110,650		Total	\$74,360	
Korea Blockchain Week		Managed by EMURGO	European Blockchain Convention		Managed by CF
		Medium			Large
Sponsorship Package	\$75,000		Sponsorship Package	\$35,000	
Booth Build	\$50,000		Booth Build	\$50,000	
Tickets (6 Units)	\$6,000		Tickets (6 Units)	\$3,000	
Travel Admin			Travel Admin		
Flight / Staff	\$520		Flight / Staff	\$960	
Hotel / Staff	\$800		Hotel / Staff	\$800	
Number of Staff	3		Number of Staff	6	
Total	\$134,960		Total	\$98,560	

Event Management Cost

Budget Details

TOKEN2049 Singapore

Managed by EMURGO

Large

Sponsorship Package	\$119,900
Booth Build	\$120,000
Tickets (6 Units)	\$6,000
Travel Admin	
Flight / Staff	\$300
Hotel / Staff	\$1,200
Number of Staff	6
Total	\$254,900

Conf3rence

Managed by CF

Medium

Sponsorship Package	\$50,000
Booth Build	\$60,000
Tickets (6 Units)	\$12,000
Travel Admin	
Flight / Staff	\$850
Hotel / Staff	\$800
Number of Staff	3
Total	\$126,950

India Blockchain Week

Managed by EMURGO

Large

Sponsorship Package	\$100,000
Booth Build	\$60,000
Tickets (6 Units)	\$350
Travel Admin	
Flight / Staff	\$290
Hotel / Staff	\$800
Number of Staff	6
Total	\$166,890

Digital Assets Forum

Managed by CF

Medium

Sponsorship Package	\$90,000
Booth Build	\$10,000
Tickets (6 Units)	\$8,000
Travel Admin	
Flight / Staff	\$880
Hotel / Staff	\$1,200
Number of Staff	3
Total	\$114,240

Event Management Cost

Budget Details

AFRICA Tech Summit

Managed by TBC

Medium

Sponsorship Package	\$35,000
Booth Build	\$30,000
Tickets (6 Units)	\$3,000
Travel Admin	
Flight / Staff	\$930
Hotel / Staff	\$800
Number of Staff	3
Total	\$73,190

Consensus HK 2026

Managed by EMURGO

Medium

Sponsorship Package	\$55,000
Booth Build	\$60,000
Tickets (6 Units)	\$7,794
Travel Admin	
Flight / Staff	\$330
Hotel / Staff	\$1,200
Number of Staff	4
Total	\$128,914

About Us



An independent, Swiss-based non-profit organization tasked with advancing the public digital infrastructure of Cardano and working to anchor it as a utility for financial and social systems.



EMURGO is a blockchain technology company and a founding entity of the Cardano blockchain that provides products and services to drive the adoption of Cardano's Web3 ecosystem.



Intersect is a member-based organization for the Cardano ecosystem tasked with ensuring its continuity and future development. Bringing members together behind a shared vision, Intersect enables a more resilient, secure, transparent, and innovative Cardano ecosystem that puts members in the driving seat of Cardano's future.



Rare Network is a premier event services, KOL (Key Opinion Leader), and marketing company dedicated to promoting businesses within the blockchain technology and Web3 space. As the parent group of RareEvo.io, Rare Network specializes in creating impactful events and innovative marketing strategies that drive visibility and growth for pioneering companies in the decentralized technology ecosystem.



Contact

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This proposal only covers booths and hackathons and it will not be covering any side events

